ABSTRACT OF THE DISCLOSURE

A liquid crystal display apparatus which has a liquid crystal display and a controller. The liquid crystal display has a plurality of rectangular pixels arranged in a matrix, a plurality of scanning electrodes extending in the direction parallel to the longer sides of the rectangular pixels, a plurality of signal electrodes extending in the direction orthogonal to the longer sides of the rectangular pixels. The controller is to drive the scanning electrodes and the signal electrodes. An image is written on the liquid crystal display by using a driving pulse for carrying out writing after resetting the liquid crystal and by carrying out interlace scanning with one frame divided into a plurality of fields. The pixel pitch in the vertical direction is 1/n (for example, 1/1.5) of the pixel pitch in the horizontal direction. If the pixel pitch in the vertical direction is 1/1.5 of the pixel pitch in the horizontal direction, display data to be displayed on the liquid crystal display are produced by allocating original image data for two pixels Y1' and Y2' to three pixels Y1, Y2 and Y3. The liquid crystal display may have a first display area and a second display area, and the widths and the pitch of the scanning electrodes in the second display area may be, for example, 1/2 of those of the scanning electrodes in the first display area.